

JUL -8 1925

©Clk 21632 ✓
BORDER JUSTICE ✓

Photoplay in 5 reels ✓

Story by William Lester ✓

Directed by Reeves Eason

Author of the photoplay (under section 62)

Independent Pictures Corp., of the U.S.

JESSE J. GOLDBURG

©CLL 21632

PRESENTS

JUL - 8 1925

BILL COPY

SPARKLING WITH PUNCH AND PEP
IN

BORDER JUSTICE

DIRECTED BY

"BREEZY" REEVES EASON

HE WILL
STEAL
YOUR
HEART
AWAY

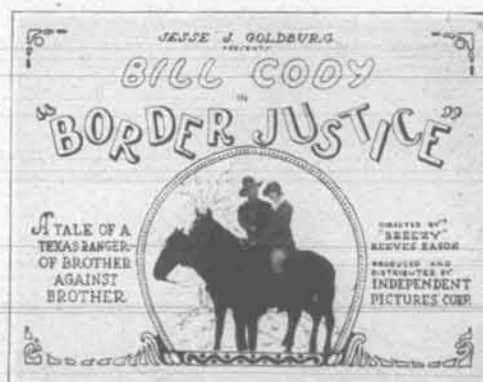
STORY BY
WILLIAM LESTER

PRODUCED
AND
DISTRIBUTED BY



The Lobby

Seven Colors



Eight
11x14
Cards



Two
22x28
Cards



IN THE CAST

Joseph Gerard Welland—A Texas Ranger

BILL CODY

Phillip Gerard—His brother

JOHN GOUGH

Robert Maitland—Captain of the Rangers

BOB HOMAN

Mary Maitland—His daughter

NOLA LUXFORD

Angus Bland—Leader of the Smugglers

MACK V. WRIGHT

Lone Star—An Indian

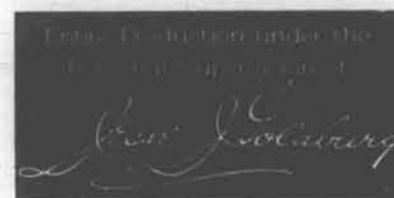
TOTE DUCROW

Annona Wetona—His Daughter

DOT PONEDEL

Showmen

BORDER JUSTICE was made to make
money for you and will make
money for you. Hook up
with this pressbook
and you'll put
over a box
office hit



Phillip Gerard, renegade with a past and companion to Angus Bland, leader of a notorious band of smugglers, becomes enraged when his advances toward Annona Watona, daughter of the Indian, White Feather, are repulsed by a sharp slap across the cheek. He determines to make the girl pay for her affront, and follows her to her cabin. Gerard and White Feather engage in a terrific battle in which the Indian is killed.

Annona, terror-struck, runs to Bland's store for help and he and his cronies shasten to the spot. Bland orders Gerard to start immediately for the secluded cabin from which the band carries on its activities.

Bent upon revenge the Indian girl hastens to the office of Captain Maitland, head of the rangers and describes the murderer. He details Sergeant Welland, trusted ranger, to bring in the culprit. From the description Welland recognizes his brother and without explaining his reasons begs to be excused from the detail. Maitland insists on his acceptance and the ranger starts in pursuit.

Out on the open road he meets Gerard and places him under arrest. The suspect turns on his brother with drawn pistol and flees down the side of the cliff. A horrible chase ensues during which Gerard misses his step and apparently falls to his death.

From a place behind the undergrowth, Bland has been watching the entire affair. When he sees Welland ride sorrowfully away he climbs down, discovers that Gerard is not dead, and carries him to his shack.

Gerard reports back to his captain, tells that the murderer was Phillip Gerard, and his only brother.

Welland's next detail is to go out and round up the band of smugglers who have been operating in the vicinity.

"BORDER JUSTICE"

A RECORD BREAKING WESTERN

Directed by "Breezy" Reaves Eason

Story by William Lester

He learns that Bland is vitally concerned with this in some way but he cannot understand why Captain Maitland will not consent to the arrest and questioning of Bland.

In the meantime there arrives in town, Mary Mait-

land, returned from a school in the east. On the day of her arrival Welland rescues her when the team breaks away with the hack in which she is riding, and the two become fast friends. Welland warns her against the attentions of Bland and she assures him that her only reason for bothering with him is that her father has requested that she be nice to him.

When Welland learns this he goes to his Captain and demands to know his relationship with Bland. When the information is refused, Welland surrenders his badge and goes out on his own course to settle things with Bland. He trails him to the hideaway, being directed there by a member of the band whom he has just captured, and finds Bland there with Mary whom he has lured there on the promise that he will let her see her sweetheart Phillip Gerard.

And he keeps his promise. But Gerard is behind bars in an underground cell where Bland has been keeping him until such time as he sees fit to free the now raving maniac and allow him to tear his brother to bits.

It is just at this point that Welland enters, sees the madman whom he recognizes as his brother, and sees Mary struggling with Bland. With bare fists he goes after the smuggler and a furious battle ensues during which a plunger is touched off which sets off a ton of dynamite, blowing up the cliffs above the shack and burying all of them under the suffocating debris. By the happy appearance of Annona, who has seen the explosion, Welland and Mary are rescued and are left free to marry now that Bland and his gang have been eliminated.

SOME SUGGESTIONS TO HELP YOU PUT OVER YOUR ADVERTISING

A Lively Two Column Ad
All Ready For Use



*for Action, thrills, amusement
see*

A JESSE J. GOLDBURG PRODUCTION
- BILL CODY -
in
"BORDER JUSTICE"
A Stirring super Western
Produced and Distributed by
INDEPENDENT-PICTURES Corp.

(2 col. ad. cut or mat)

You Can Compel Attention
If You Use This Ad In
Your Newspaper



JESSE J. GOLDBURG
presents
- BILL CODY -
in
"BORDER JUSTICE"
A Stirring super Western
Produced and Distributed by
INDEPENDENT-PICTURES Corp.

Another Opportunity
To See America's
New Western Favorite
In a Gripping Drama.

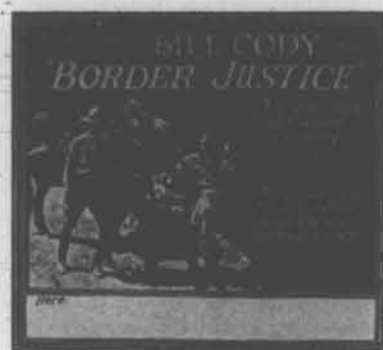
All Next Week
At the
ORPHEUM

(1 col. ad. cut or mat)



(Slide A)

Two Unique Colored Slides and Start-
ling Action Trailer to Help You
Arouse Interest in the
Showing through
Your Own
Screen



(Slide B)

GET BEHIND YOUR SHOWING WITH WORTHWHILE EXPLOITATION

AN IDEA THAT WILL INTEREST AND AMUSE AUTOISTS

There is nothing that will so instantly attract the attention of an autoist as the appearance of a summons on the windshield of his car which he has temporarily left parked. You can cash in on this fact by having facsimile summonses printed with the wording shown below. Get some boys to place them on windshields while cars are parked without drivers.

SUMMONS

YOU ARE HEREBY SUMMONED TO APPEAR AT THE RIALTO THEATRE NOV. 10-16 TO SEE BILL CODY DO FULL JUSTICE TO THE SPECTACULAR WESTERN "BORDER JUSTICE"

FOR A NOVEL LOBBY

"Border Justice" offers a fortunate opportunity for the enterprising showman to arrange a lobby that will be different and will instantly attract attention. The Indian theme in the picture makes it possible for the exhibitor to convert his lobby into an Indian wigwam.

By the use of some long poles and a plentiful supply of navajo blankets a startling effect can be achieved. Here's an idea for getting the blankets. Put an ad in the papers offering two admission tickets to "Border Justice" to every person who will lend his navajo blanket to the theatre for the length of the engagement.

In addition to getting your lobby material cheap, you will also be giving the public a real reason for particular interest in your theatre. Another advantage is the general conversation which an ad of this type is sure to give rise to, resulting in word of mouth advertising of the most valuable kind.

AN INDIAN BALLYHOO

Get a man who can ride a horse and dress him in an Indian outfit. On either side of the horse there should hang a sign reading: "I am here to enforce 'Border Justice.'" He should ride through the streets of the town both before the showing and during your play dates. His appearance will have a strong pulling effect.

If you want to have hand bills printed to advertise your showing you can have them effectively distributed through this medium.

AN AD IN THE "PERSONALS"

In the personal columns of the local papers run the following ad for several days in advance of the showing varying it as you see fit:

I will give five hundred dollars to anyone giving me any information about my brother Phillip Gerard, believed killed during the filming of "Border Justice." He had brown eyes, dark hair, a rather large oval face, medium sized mouth, and large straight nose.

Address all information to Bill Cody, care of the Strand Theatre.

A PERSONAL CALLING CARD

For a very few dollars you can have some personal calling cards like the accompanying one, printed with Bill Cody's name! The message should be written on them in hand as the copy shows. Get some small boys to slip one under the door of every house or apartment in the vicinity of your theatre.

If you could arrange to have the cards delivered by me dressed to resemble Bill Cody, your exploitation would be that much more effective. In addition to interest aroused by the cards, the appearance of the men in costume would cause favorable comment.

Sorry you were out when
I called

Bill Cody

Come around to see me
next week at the Rialto

RUSH THE NEWS TO US



Nothing is so beneficial to everyone as an exchange of ideas. When you run this picture you will undoubtedly use some of the suggestions here or some ideas of your own to put it across. Send us the details of how you worked it out so that we may pass the good word on.

Address your communications to

Publicity Department

Independent Pictures Corporation,
1540 Broadway, New York City.

SNAP UP YOUR NEWS CAMPAIGN WITH STORIES LIKE THESE

"BORDER JUSTICE" A GOOD AUDIENCE PICTURE SAYS CRITIC

"Border Justice" the sensational western featuring Bill Cody, being shown this week at the Rialto Theatre is, in the mind of this reviewer, everything that critics in other cities heralded it as being. It is a fast and furious melodrama interpreted by probably the most pleasing western star who has ever appeared on the screen.

Bill Cody as the young ranger is a distinctly pleasing character and he manages to put an unprecedented amount of personality into the role. He handles an uncommonly large share of fierce riding and daring gun play with so much grace and conviction that it is small wonder the audience sat tense throughout the showing.

The story departs from the conventional western and takes on many delightful twists that are in themselves thrilling. A young Texas ranger is sent out to round up a murderer and discovers when he finds him that it is his own brother. He sees his duty and cannot allow the relationship to interfere but in the chase which follows the brother falls down a cliff and is left by the Ranger who believes he is dead.

As the story works out it is shown that the murderer was not killed but made a hopeless idiot by his fall and around this incident hinges a truly thrilling and colorful story. Patrons who are especially interested in westerns will find this one most pleasantly to their liking while even those who are indifferent to this type of story will find themselves thrilling to its rapid action.

ACTORS BORN, NOT MADE SAYS EASON

In commenting the other day on the rapid and genuine success of Bill Cody newly arrived western star who is being talked of all over as the biggest bet in outdoor pictures, and who has already completed three pictures for Independent Pictures Corporation, "Breezy" Reaves Eason, director of the most recent, "Border Justice" gave it as his opinion that his success could be directly traced to his unquestioned talent.

"Actors," said Eason, "are born as such, they cannot be made. I do not of course mean that anybody can be a good actor without any training, but it is my opinion that raw material cannot be beaten into something good under the best training if the individual is not natively equipped with the stuff that makes actors.

"I have seen men and women who have been trained since infancy, one might almost say, develop about as unsuccessfully as it is possible, and yet their training should have made stars of them. They lacked that something which fellows like Bill Cody have.

"I consider Bill Cody the most promising young actor I have met recently and yet he has not had a great deal of theatrical training. But he has the sort of personality that flashes out from the screen and finds a warm place with audiences. Given a situation you can depend on his interpreting it naturally, as it would be performed by an ordinary person in real life.

It has been a real pleasure for me to direct Bill Cody in "Border Justice," which I consider an excellent picture.

NOLA LUXFORD GIVES DOLLS TO HOSPITAL

Nola Luxford, the attractive young film star who most recent picture is "Border Justice" in which she is being featured with the western star Bill Cody, is not only active in film circles but in social work as well.

It was recently made known by the hospital authorities that Miss Luxford has for the past two years been contributing regularly to the babies ward of the Los Angeles Hospital in the form of every manner and shape of doll.

Although she is constantly kept busy with her screen work, Miss Luxford finds time to dress at least three dolls a week and run over to the hospital to present them to some new little unfortunate. Not only does she dress them but in many instances she even makes the dolls, being particularly talented in fashioning those chubby baby dolls children adore so.

Folks who have visited Miss Luxford at her home in Hollywood declare they have never seen such variety and distinction in dolls as those which compose the collection of the diminutive screen star. Both the male and the female variety are also said to resemble members of the film profession very decidedly but that these celebrities need feel nothing but flattery with the treatment they received.

WRIGHT IS "HEAVY" FOR TWO HUNDREDTH TIME

Mack V. Wright who is this week appearing at the Strand as the "heavy" in the Bill Cody feature "Border Justice," with his part marks the two hundredth assumption of the villain role. So popular has he become as a bad man that all Hollywood recognizes him by and alludes to him as "Heavy."

Wright is the typical villain type-wiry body, thin oval face, keen quick eyes and quickness of movement. His "heavy" roles have transplanted him from the cattle ranch cur to the velvet tongued gentleman of society's best ball rooms. But always he is a convincing villain.

"Border Justice" makes of him the leader of a band of smugglers and pictures him as the renegade who keeps a maniac penned in a cell awaiting an opportunity to allow him to vent his spleen on his enemy, a Texas ranger, and his own brother.

As a gift on his anniversary, the cast of "Border Justice" sent Wright a new dark curled moustache of the authorized villain type, and a large water pistol to protect his rights. The villain celebrated in his own right by a little supper party given by his associates.

"BORDER JUSTICE" CHAR- ACTERIZED BY VIGOROUS ACTION

(By C. S. Sewell of Moving
Picture World)

In "Border Justice" the third of a series starring Bill Cody, Independent Pictures Corp. is offering a picture which, while characterized with the vigorous action and melodramatic villainy of the usual Western, belongs to the class of stories in which the plot hinges around the romance of a border ranger whose rival is engaged in smuggling contraband.

A brother against brother, and a love versus duty angle have been injected when the ranger is sent out to arrest his black-sheep brother for murder, and the story is further complicated



1 col. scene, cut or mat)

by the fact that the girl's father is under moral obligations to the villain as he has advanced money for her education.

The manner in which this plot is worked out affords opportunities for action of the usual western type with hard riding and considerable fighting. A somewhat gruesome angle is introduced when the brother accused of murder falls and is not killed but is rendered insane with only one idea, that of vengeance on the ranger.

This situation, together with the fact that during the fight at the climax there is the ever-present peril of the explosion of a ton of dynamite on a cliff above the hut, adds an unusually melodramatic character to the story.

"Breezy" Reaves Eason has satisfactorily directed this picture while Bill Cody satisfactorily handles the role of the hero especially in the action and punch scenes, the explosion which destroys the cabin providing a good thrill.



(2 col. scene, cut or mat)

A
J. J. GOLDBURG
WESTERN PLAY

Musical Setting for "BORDER JUSTICE"

Arranged by—J. Zivelli

A
ZIVELLI
MUSIC CUE
SHEET

Love Theme: "YOUR EYES" by Dilworth

(SEE NOTE)

No.	Time	Cue	Selection	Tempo	Scene—Remarks
1.	1¼	D At screening	Indian Summer, Herbert. (Harms)	4-4 Moderato	Annona and "White Feather"
2.	2¼	T Broken bow	Huetamo, Ancliffe. (Hawkes)	2-4 Western Inter-mezzo	Town and the general store
3.	2½	D Outside of store, Joseph and Phillip	Nydia, Zamecnik. (Fox)	4-4 Moderato then MOSSO	Tells of his girl—Joseph WARNS Bland. Phillip insults Annona
4.	1½	D Philip enters Indian shack	Agitato 3 C. Lake. (Synchronizer)	4-4 Indian Agitato	White Feather is killed
5.	2½	D Bland and men enter shack	Intermezzo Tragico, Becce. (Manus)	6-8 Andante MOS-SO	Phillip escapes. Annona tells Cap'tain Maitland
6.	1¼	T Wolf's Gorge	Shadowed, Zamecnik. (Fox)	4-4 Misterioso	Joseph on trail. Finds Phillip
7.	1¼	T I didn't kill	Unrest, H. Gechl. (Fox)	3-4 Allegro	SHOT. Phillip falls
8.	1½	D Ranger quarters	Resignation, Becce. (Manus)	4-4 And. Largo	Joseph tells Captain of Phillip's death
9.	1½	T Close to the Border	Dram. Misterioso #21, Norton. (Jacobs)	4-4 To action	Smugglers' quarters
10.	½	T Alone and sorrowful	Indian Lament, Dvorak. (Fischer)	4-8 Lento	Annona alone
11.	½	T Welland hides his	Amaranthus, Gilder. (Feist)	6-8 Moderato	Joseph alone—Mary on buggy
12.	1½	D Horses FRIGHTENED	Agitated Hurry, Langey. (Ditson)	2-4 VIVO	RUNAWAY
13.	¾	D SAVED	LOVE THEME	Valse amor	Joseph and Mary
14.	1¾	D Ranger quarters	Secrets, Ancliffe. (Hawkes)	4-4 Moderato quasi allegretto	Captain and Bland. Joseph and Mary on scene
15.	1¼	T With the passing months	The Verdict, Zamecnik. (Fox)	3-4 Andante CON-MOTO	Captain doubts Joseph about Phillip's death
16.	1	D Joseph and Mary	LOVE THEME		Warns her of Bland
17.	2½	T On the trail	A. B. C. 23—Luz. 2nd Strain of A-1.	4-4 Misterioso	Joseph watches smugglers
			SEGUE.		
18.	3	D Men beaten	Same set. Play B-2	4-4 Allegro	FIGHTS them
			Misterioso, Savino. (Robbins)	4-4 To action	FF. and pp. Listens to Bland. PLOT
19.	3¼	T With the rising sun	Prelude to Drama, #1, Becce. (Manus)	4-4 Lento DRA-MATIC	Joseph brings in smuggler. Bland riding with Mary. mf. and FF.
20.	4	T Here's my badge	Love Tragedy, Savino. (Robbins)	4-4 Andante DRA-MATIC	Cap'tain tells Joseph of debt to Bland. Mary enters Bland shack
21.	2½	D Joseph enters Bland shack	Agitato a La Valse, Savino. (Robbins)	3-4 Allegro DRA-MATIC	ARGUE. Play slow and "HEAVY"
22.	1¾	D Joseph HITS Bland	Dramatic Allegro, Savino. (Schirmer)	4-4 Allegro	FIGHT. (watch for EXPLOSION)
23.	1	D After EXPLOSION	Dramatic Lamento, Berge. (Jungnickel)	4-4 Lento	Annona helps Joseph and Mary out of wreckage
24.	1	T With the scars of the past	LOVE THEME	Brightly	Happiness—Joseph and Mary

THE END

NOTE

Length: 5 reels. Total time when scored: 42 minutes.

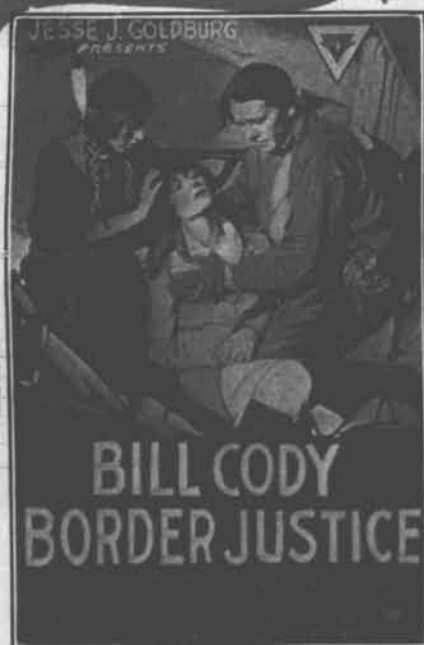
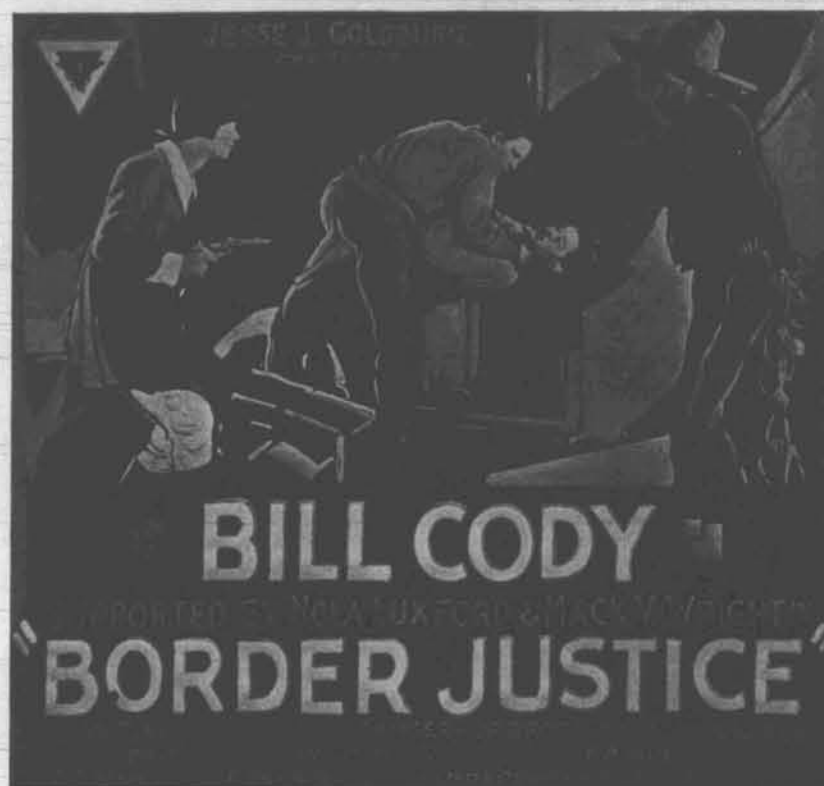
Character: Western DRAMA.

LOVE THEME: A popular love waltz lento published by Daniels Co., N. Y. C.

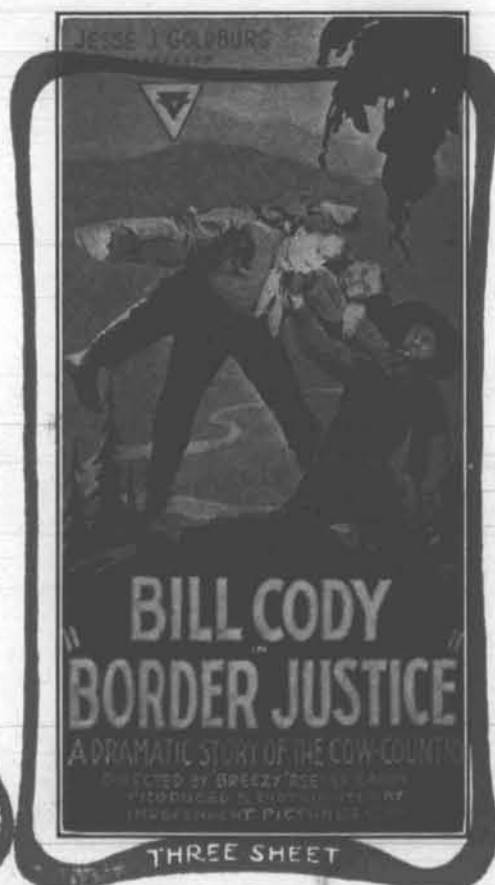
THE STORY IN BRIEF

BLAND and PHILLIP (Gerard) smuggle contraband across border. JOSEPH Welland Gerard (Bill Cody), a Ranger, is detailed to case. PHILLIP insults ANNONA, an Indian girl—she slaps him—he chases after her. Her father—"White Feather"—is killed defending her. Phillip escapes. Annona (not knowing Phillip is Joseph's brother) tells Captain Maitland, of the Rangers. Joseph is sent out to GET the murderer. Mary (Captain Maitland's daughter) returning home is RESCUED by Joseph when horses of buggy run wild. Joseph learns that his Captain is indebted to BLAND which is why no real attempt is made to arrest the smugglers. Mary is enticed to Bland's shack. Joseph goes to her rescue. A fierce fight ensues—a terrible EXPLOSION wrecks the place. Annona helps Joseph and Mary out of the wreckage. The past is forgotten—Joseph and Mary find happiness in their love for each other.

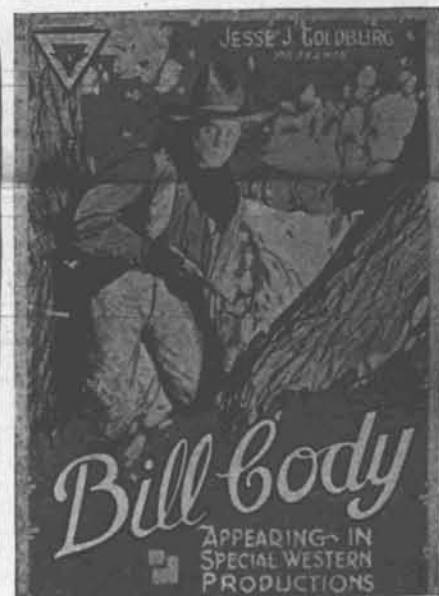
Read this ZIVELLI MUSIC CUE SHEET slowly and you will be able to play EFFECTIVELY for this feature at its FIRST showing in your theatre. You will NOT have any trouble SUBSTITUTING numbers which are not in your library. Please mark CUES with pencil on each selection—there are many cut-back scenes—and you will not make a premature change.



ONE SHEET-A



THREE SHEET



ONE SHEET-B

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress